

Rep Order# 9795154 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 08/21/2012 8:43 AM
Last Received: 08/20/2012 9:39 PM
Showing Buylines: All Lines

1 of 5

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F,M	5A-530A	GOOD MORNING CINCY @ 5A	:30	\$110.00	09/25-10/01	3	1	3	\$330.00	
	2	TU-F,M	530A-6A	GOOD MORNING CINCY	:30	\$110.00	09/25-10/01	2	1	2	\$220.00	
	3	TU-F,M	6A-630A	GOOD MORNING CINCY	:30	\$200.00	09/25-10/01	3	1	3	\$600.00	
	4	TU-F,M	630A-7A	GOOD MORNING CINCY	:30	\$200.00	09/25-10/01	2	1	2	\$400.00	
	5	TU-F,M	7A-730A	THE EARLY SHOW	:30	\$100.00	09/25-10/01	3	1	3	\$300.00	
	6	TU-F,M	730A-8A	THE EARLY SHOW	:30	\$100.00	09/25-10/01	2	1	2	\$200.00	
	7	TU-F,M	8A-830A	THE EARLY SHOW	:30	\$100.00	09/25-10/01	3	1	3	\$300.00	
	8	TU-F,M	830A-9A	THE EARLY SHOW	:30	\$100.00	09/25-10/01	2	1	2	\$200.00	
	9	TU-TH,M	430A-5A	GOOD MORNING CINCY @ 430A	:30	\$25.00	09/25-10/01	3	1	3	\$75.00	
	10	SA	630A-7A	12 NEWS SATURDAY	:30	\$90.00	09/29-09/29	1	1	1	\$90.00	
	11	SA	730A-8A	12 NEWS SATURDAY	:30	\$90.00	09/29-09/29	1	1	1	\$90.00	

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	12	SA	830A-9A	SATURDAY EARLY SHOW	:30	\$120.00	09/29-09/29	1	1	1	\$120.00	
	13	SU	430A-5A	GOOD MORNING CINCY @ 430A	:30	\$25.00	09/30-09/30	1	1	1	\$25.00	
	14	TU-F,M	9A-10A	THE DOCTORS	:30	\$100.00	09/25-10/01	4	1	4	\$400.00	
	15	TU-F,M	10A-11A	ANDERSON	:30	\$100.00	09/25-10/01	4	1	4	\$400.00	
	16	TU-F,M	11A-12P	PRICE IS RIGHT	:30	\$150.00	09/25-10/01	4	1	4	\$600.00	
	17	TU-F,M	12P-1230P	12 NEWS AT NOON	:30	\$150.00	09/25-10/01	5	1	5	\$750.00	
	18	TU-F,M	1230P-130P	THE YOUNG AND RESTLESS	:30	\$150.00	09/25-10/01	5	1	5	\$750.00	
	19	TU-F,M	130P-2P	BOLD AND BEAUTIFUL	:30	\$150.00	09/25-10/01	5	1	5	\$750.00	
	20	TU-F,M	2P-3P	THE TALK	:30	\$150.00	09/25-10/01	4	1	4	\$600.00	
	21	SA	930A-10A	SATURDAY EARLY SHOW	:30	\$120.00	09/29-09/29	1	1	1	\$120.00	
	22	SU	9A-930A	CBS SUNDAY MORNING	:30	\$140.00	09/30-09/30	1	1	1	\$140.00	
	23	SU	930A-10A	CBS SUNDAY MORNING	:30	\$140.00	09/30-09/30	1	1	1	\$140.00	
	24	SU	10A-1030A	CBS SUNDAY MORNING	:30	\$140.00	09/30-09/30	1	1	1	\$140.00	
	25	SU	1030A-11A	FACE THE NATION	:30	\$150.00	09/30-09/30	1	1	1	\$150.00	
	26	SU	11A-1130A	NEWSMAKERS	:30	\$100.00	09/30-09/30	1	1	1	\$100.00	
	27	TU-F,M	3P-4P	LET'S MAKE A DEAL	:30	\$125.00	09/25-10/01	5	1	5	\$625.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	28	TU-F,M	4P-430P	12 NEWS FIRST	:30	\$180.00	09/25-10/01	5	1	5	\$900.00	
	29	TU-F,M	430P-5P	12 NEWS FIRST	:30	\$180.00	09/25-10/01	5	1	5	\$900.00	
	30	TU-F,M	5P-530P	12 LOCAL NEWS	:30	\$200.00	09/25-10/01	5	1	5	\$1,000.00	
	31	TU-F,M	530P-6P	12 LOCAL NEWS	:30	\$200.00	09/25-10/01	5	1	5	\$1,000.00	
	32	TU-F,M	6P-630P	12 NEWS AT 6P	:30	\$300.00	09/25-10/01	5	1	5	\$1,500.00	
	33	SA	6P-630P	12 NEWS	:30	\$150.00	09/29-09/29	1	1	1	\$150.00	
	34	SU	630P-7P	LOCAL 12 NEWS	:30	\$250.00	09/30-09/30	1	1	1	\$250.00	
	35	TU-F,M	7P-730P	INSIDE EDITION	:30	\$250.00	09/25-10/01	5	1	5	\$1,250.00	
	36	TU-F,M	727P-8P	ENT. TONITE	:30	\$250.00	09/25-10/01	5	1	5	\$1,250.00	
	37	SA	657P-757P	ENTERTAINMENT THIS WEEK	:30	\$200.00	09/29-09/29	1	1	1	\$200.00	
	40	TU	8P-9P	NCIS	:30	\$1,500.00	09/25-09/25	1	1	1	\$1,500.00	
	44	TU	10P-11P	VEGAS	:30	\$1,200.00	09/25-09/25	1	1	1	\$1,200.00	
	46	W	8P-9P	SURVIVOR	:30	\$2,000.00	09/26-09/26	1	1	1	\$2,000.00	
	50	TH	10P-11P	ELEMENTARY	:30	\$1,200.00	09/27-09/27	1	1	1	\$1,200.00	
	53	F	10P-11P	BLUE BLOOD-CBS	:30	\$1,400.00	09/28-09/28	1	1	1	\$1,400.00	
	55	SU	7P-8P	60 MINUTES	:30	\$800.00	09/30-09/30	1	1	1	\$800.00	
	56	SU	9P-10P	THE GOOD WIFE	:30	\$1,800.00	09/30-09/30	1	1	1	\$1,800.00	

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	58	TU-F,M	11P-1135P	12 NEWS AT 11P	:30	\$550.00	09/25-10/01	5	1	5	\$2,750.00	
	59	SA	11P-1135P	12 NEWS @ 11P	:30	\$550.00	09/29-09/29	1	1	1	\$550.00	
	60	SU	11P-1135P	12 NEWS @ 11P	:30	\$550.00	09/30-09/30	1	1	1	\$550.00	
	61	TU-F,M	1135P-1235A	DAVID LETTERMAN	:30	\$150.00	09/25-10/01	5	1	5	\$750.00	
	62	SA	1135P-1205A	DAVID LETTERMAN	:30	\$150.00	09/29-09/29	5	1	5	\$750.00	
	63	SA	1205A-105A	CRIMINAL MINDS	:30	\$60.00	09/29-09/29	1	1	1	\$60.00	
	64	SU	1135P-1205A	SPORTS AUTHORITY	:30	\$100.00	09/30-09/30	1	1	1	\$100.00	
	65	SU	1205A-105A	CRIMINAL MINDS	:30	\$60.00	09/30-09/30	1	1	1	\$60.00	
	68	SA	12P-7P	SEC FOOTBALL	:30	\$350.00	09/29-09/29	1	1	1	\$350.00	
	69	SU	12P-1P	NFL TODAY	:30	\$800.00	09/30-09/30	1	1	1	\$800.00	
	74	SU	4P-7P	BENGALS VS JAGS	:30	\$6,500.00	09/30-09/30	1	1	1	\$6,500.00	

---REPORT TOTALS---

Report Totals: 137 / \$40,135.00

---SALES MONTHLY TOTALS---

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Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Sep 12: 115 / \$36,265.00 Oct 12: 22 / \$3,870.00

Sales Totals: 137 / \$40,135.00

Station Totals: 137 / \$40,135.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$154,365	CABL 0%	EKRC 1%	UNKN 0%	WBQC 0%	WCPO 26%
		WKRC 26%	WLWT 35%	WSTR 2%	WXIX 10%	

Books null
Demos RA35+

Order / Rev: 50880
Alt Order #: 09795154
Flight Dates: 09/25/12 - 10/01/12

Advertiser: Obama/D/President
Product Desc: OBAMA 4 AMERICA *A
Estimate: 1536 *a

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WKRC	09/25/12	10/01/12	M-F 10a-11a M-F 10a-11a	CM	10:00 AM-11:00 AMMTWTF--	:30	4	\$100.00	P-4	0.00	NM	4	\$400.00
Anderson														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/25/12		10/01/12	MTWTF--	4	\$100.00	0.00								
E 16	WKRC	09/25/12	10/01/12	The Price is Right The Price is Right	CM	11:00 AM-12:00 PMTWTF--	:30	4	\$150.00	P-4	0.00	NM	4	\$600.00
PRICE IS RIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/25/12		10/01/12	MTWTF--	4	\$150.00	0.00								
E 17	WKRC	09/25/12	10/01/12	Local 12 News at Noon Local 12 News at Noon	CM	12:00 PM-12:30 PMTWTF--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
12 NEWS AT NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/25/12		10/01/12	MTWTF--	5	\$150.00	0.00								
E 18	WKRC	09/25/12	10/01/12	Young & the Restless Young & the Restless	CM	12:30 PM-1:30 PMMTWTF--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
THE YOUNG AND RESTLESS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/25/12		10/01/12	MTWTF--	5	\$150.00	0.00								
E 19	WKRC	09/25/12	10/01/12	Bold & the Beautiful Bold & the Beautiful	CM	1:30 PM-2:00 PM MTWTF--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
BOLD AND BEAUTIFUL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/25/12		10/01/12	MTWTF--	5	\$150.00	0.00								
E 20	WKRC	09/25/12	10/01/12	The Talk The Talk	CM	2:00 PM-3:00 PM MTWTF--	:30	4	\$150.00	P-4	0.00	NM	4	\$600.00
THE TALK														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/25/12		10/01/12	MTWTF--	4	\$150.00	0.00								
E 21	WKRC	09/29/12	09/29/12	CBS This Morning Saturday Saturday Early Show	CM	9:30 AM-10:00 AM-----S- (9:30 AM-10:00 AM)	:30	1	\$120.00	P-4	0.00	NM	1	\$120.00
SATURDAY EARLY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/24/12		09/30/12	-----S-	1	\$120.00	0.00								
E 22	WKRC	09/30/12	09/30/12	CBS Sun Morning CBS Sun Morn News	CM	9:00 AM-9:30 AM -----S (9:00 AM-9:30 AM)	:30	1	\$140.00	P-4	0.00	NM	1	\$140.00
CBS SUNDAY MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/24/12		09/30/12	-----S	1	\$140.00	0.00								
E 23	WKRC	09/30/12	09/30/12	CBS Sun Morning CBS Sun Morn News	CM	9:30 AM-10:00 AM-----S (9:30 AM-10:00 AM)	:30	1	\$140.00	P-4	0.00	NM	1	\$140.00
CBS SUNDAY MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/24/12		09/30/12	-----S	1	\$140.00	0.00								
E 24	WKRC	09/30/12	09/30/12	CBS Sun Morning CBS Sun Morn News	CM	10:00 AM-10:30 AM-----S (10:00 AM-10:30 AM)	:30	1	\$140.00	P-4	0.00	NM	1	\$140.00
CBS SUNDAY MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/24/12		09/30/12	-----S	1	\$140.00	0.00								
E 25	WKRC	09/30/12	09/30/12	Face the Nation Face the Nation	CM	10:30 AM-11:00 AM-----S	:30	1	\$150.00	P-4	0.00	NM	1	\$150.00
FACE THE NATION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/24/12		09/30/12	-----S	1	\$150.00	0.00								
E 26	WKRC	09/30/12	09/30/12	Newsmakers Newsmakers	CM	11:00 AM-11:30 AM-----S	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
NEWSMAKERS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/24/12		09/30/12	-----S	1	\$100.00	0.00								
E 27	WKRC	09/25/12	10/01/12		CM	3:00 PM-4:00 PM MTWTF--	:30	5	\$125.00	P-4	0.00	NM	5	\$625.00

Order / Rev: 50880

Advertiser: Obama/D/President

Alt Order #: 09795154

Product Desc: OBAMA 4 AMERICA *A

Flight Dates: 09/25/12 - 10/01/12

Estimate: 1536 *a

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount

Let's Make a Deal
Let's Make a Deal

LET'S MAKE A DEAL

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 09/25/12	10/01/12	MTWTF--	5	\$125.00	0.00

E 28 WKRC	09/25/12	10/01/12	4p Local 12 News at Four	CM	4:00 PM-4:30 PM	MTWTF--	:30	5	\$180.00	P-4	0.00	NM	5	\$900.00
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12 NEWS FIRST

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 09/25/12	10/01/12	MTWTF--	5	\$180.00	0.00

E 29 WKRC	09/25/12	10/01/12	4p Local 12 News at Four	CM	4:30 PM-5:00 PM	MTWTF--	:30	5	\$180.00	P-4	0.00	NM	5	\$900.00
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12 NEWS FIRST

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 09/25/12	10/01/12	MTWTF--	5	\$180.00	0.00

E 30 WKRC	09/25/12	10/01/12	5p Local 12 News at Five	CM	5:00 PM-5:30 PM	MTWTF--	:30	5	\$200.00	P-4	0.00	NM	5	\$1,000.00
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12 LOCAL NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 09/25/12	10/01/12	MTWTF--	5	\$200.00	0.00

E 31 WKRC	09/25/12	10/01/12	5p Local 12 News at Five	CM	5:30 PM-6:00 PM	MTWTF--	:30	5	\$200.00	P-4	0.00	NM	5	\$1,000.00
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12 LOCAL NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 09/25/12	10/01/12	MTWTF--	5	\$200.00	0.00

E 32 WKRC	09/25/12	10/01/12	6p Local 12 News at Six	CM	6:00 PM-6:30 PM	MTWTF--	:30	5	\$300.00	P-4	0.00	NM	5	\$1,500.00
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12 NEWS AT 6P

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 09/25/12	10/01/12	MTWTF--	5	\$300.00	0.00

E 33 WKRC	09/29/12	09/29/12	6pm Local 12 News Sat	CM	6:00 PM-6:30 PM	-----S-	:30	1	\$150.00	P-4	0.00	NM	1	\$150.00
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12 NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 09/24/12	09/30/12	-----S-	1	\$150.00	0.00

E 34 WKRC	09/30/12	09/30/12	630p Local 12 News Sun	CM	6:30 PM-7:00 PM	-----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
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LOCAL 12 NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 09/24/12	09/30/12	-----S	1	\$250.00	0.00

E 35 WKRC	09/25/12	10/01/12	M-F 7p-730p	CM	7:00 PM-7:30 PM	MTWTF--	:30	5	\$250.00	P-4	0.00	NM	5	\$1,250.00
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INSIDE EDITION

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 09/25/12	10/01/12	MTWTF--	5	\$250.00	0.00

E 36 WKRC	09/25/12	10/01/12	M-F 730p-8p	CM	7:27 PM-8:00 PM	MTWTF--	:30	5	\$250.00	P-4	0.00	NM	5	\$1,250.00
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ENT. TONITE

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 09/25/12	10/01/12	MTWTF--	5	\$250.00	0.00

E 37 WKRC	09/29/12	09/29/12	Sa Prime Access Rotat	CM	6:57 PM-7:57 PM	-----S-	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00
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ENTERTAINMENT THIS WEEK

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 09/24/12	09/30/12	-----S-	1	\$200.00	0.00

E 38 WKRC	09/25/12	09/25/12	Tue Reg 1	CM	8:00 PM-9:00 PM	-T-----	:30	1	\$1,500.00	P-4	0.00	NM	1	\$1,500.00
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NCIS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 09/24/12	09/30/12	-T-----	1	\$1,500.00	0.00

E 39 WKRC	09/25/12	09/25/12	Tue Reg 1	CM	10:00 PM-11:00 PM	-T-----	:30	1	\$1,200.00	P-4	0.00	NM	1	\$1,200.00
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Order / Rev: 50880 Advertiser: Obama/D/President

Alt Order #: 09795154 Product Desc: OBAMA 4 AMERICA *A

Local 12 WKRC-TV

Flight Dates: 09/25/12 - 10/01/12 Estimate: 1536 *a

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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Vegas

Tue Reg 3
Tue Reg 3

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
09/24/12	09/30/12	-T-----	1	\$1,200.00	0.00

E 40 WKRC	09/26/12	09/26/12	Wed Reg 1	CM	8:00 PM-9:00 PM --W----	:30	1	\$2,000.00	P-4	0.00	NM	1	\$2,000.00
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Survivor

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
09/24/12	09/30/12	--W----	1	\$2,000.00	0.00

E 41 WKRC	09/27/12	09/27/12	Thu Reg 3	CM	10:00 PM-11:00 PM--T---	:30	1	\$1,200.00	P-4	0.00	NM	1	\$1,200.00
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Elementary

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
09/24/12	09/30/12	---T---	1	\$1,200.00	0.00

E 42 WKRC	09/28/12	09/28/12	Fri Reg 3	CM	10:00 PM-11:00 PM--F--	:30	1	\$1,400.00	P-4	0.00	NM	1	\$1,400.00
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BLUE BLOOD-CBS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
09/24/12	09/30/12	----F--	1	\$1,400.00	0.00

E 43 WKRC	09/30/12	09/30/12	Sun Reg 1	CM	7:00 PM-8:00 PM-----S	:30	1	\$800.00	P-4	0.00	NM	1	\$800.00
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60 MINUTES

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
09/24/12	09/30/12	-----S	1	\$800.00	0.00

E 44 WKRC	09/30/12	09/30/12	Sun Reg 3	CM	9:00 PM-10:00 PM-----S (9:00 PM-10:00 PM)	:30	1	\$1,800.00	P-4	0.00	NM	1	\$1,800.00
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The Good Wife

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
09/24/12	09/30/12	-----S	1	\$1,800.00	0.00

E 45 WKRC	09/25/12	10/01/12	11p M-F Local 12 News	CM	11:00 PM-11:35 PMMTWTF--	:30	5	\$550.00	P-4	0.00	NM	5	\$2,750.00
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12 NEWS AT 11P

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
09/25/12	10/01/12	MTWTF--	5	\$550.00	0.00

E 46 WKRC	09/29/12	09/29/12	11p M-Su Local 12 News	CM	11:00 PM-11:35 PM-----S-	:30	1	\$550.00	P-4	0.00	NM	1	\$550.00
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12 NEWS @ 11P

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
09/24/12	09/30/12	-----S-	1	\$550.00	0.00

E 47 WKRC	09/30/12	09/30/12	11p M-Su Local 12 News	CM	11:00 PM-11:35 PM-----S	:30	1	\$550.00	P-4	0.00	NM	1	\$550.00
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12 NEWS @ 11P

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
09/24/12	09/30/12	-----S	1	\$550.00	0.00

E 48 WKRC	09/25/12	10/01/12	Letterman	CM	11:35 PM-12:35 XM	MTWTF--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
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DAVID LETTERMAN

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
09/25/12	10/01/12	MTWTF--	5	\$150.00	0.00

E 49 WKRC	09/29/12	09/29/12	Sat Late Fringe Rotator	CM	11:35 PM-12:05 XM-----S-	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
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David Letterman

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
09/24/12	09/30/12	-----S-	5	\$150.00	0.00

E 50 WKRC	09/29/12	09/29/12	Sat 1205a-105a	CM	12:05 AM-1:05 AM-----S-	:30	1	\$60.00	P-4	0.00	NM	1	\$60.00
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CRIMINAL MINDS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
09/24/12	09/30/12	-----S-	1	\$60.00	0.00

E 51 WKRC	09/30/12	09/30/12	Letterman	CM	11:35 PM-12:05 XM-----S	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
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Order / Rev:	50880	Advertiser:	Obama/D/President
Alt Order #:	09795154	Product Desc:	OBAMA 4 AMERICA *A
Flight Dates:	09/25/12 - 10/01/12	Estimate:	1536 *a

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
SPORTS AUTHORITY															
				Sun 1135p-1205a											
				Sun 1135p-1205a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 09/24/12		09/30/12	09/30/12	-----S	1	\$100.00	0.00								
E 52	WKRC	09/30/12	09/30/12	Sun 1205a-105a	CM	12:05 AM-1:05 AM	-----S	:30	1	\$60.00	P-4	0.00	NM	1	\$60.00
CRIMINAL MINDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 09/24/12		09/30/12	09/30/12	-----S	1	\$60.00	0.00								
E 53	WKRC	09/29/12	09/29/12	SEC Football	CM	12:00 PM-7:00 PM	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
SEC football															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 09/24/12		09/30/12	09/30/12	-----S-	1	\$350.00	0.00								
E 54	WKRC	09/30/12	09/30/12	NFL Today	CM	12:00 PM-1:00 PM	-----S	:30	1	\$800.00	P-4	0.00	NM	1	\$800.00
NFL TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 09/24/12		09/30/12	09/30/12	-----S	1	\$800.00	0.00								
E 55	WKRC	09/30/12	09/30/12	Bengals vs Jacksonville	CM	4:00 PM-7:00 PM	-----S	:30	1	\$6,500.00	P-4	0.00	NM	1	\$6,500.00
				Bengals vs Jcksville 9/23	(4:00 PM-7:00 PM)										
BENGALS VS JAGS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 09/24/12		09/30/12	09/30/12	-----S	1	\$6,500.00	0.00								
													Totals	137	\$40,135.00